



LOOKING TO INCREASE YOUR DIVERSITY HIRING & PROMOTING?

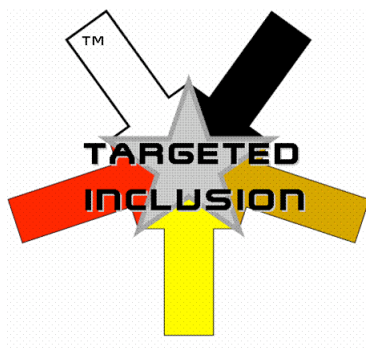
The examination of diversity within an organization often reveals that the company is not adequately prepared to meet the demands of today's changing marketplace.

- Are you trying to increase the diversity within your organization?
- Is there a desire to promote more women and minorities into senior-level positions?
- Do you have the right people in the right places?

Today's difficult economic climate presents both a challenge and an opportunity for many forward-looking organizations. A **challenge** arises from having inadequate numbers of women and minorities in appropriate levels throughout an organization. An **opportunity** lies in the current

accessibility of high-caliber talent available on the market due to increased cut-backs and layoffs within certain companies and industries. How you respond to these opportunities and challenges can determine who gains a sustainable competitive advantage.

How can your organization meet the challenge of diversity and take advantage of current opportunities?



Targeted Inclusion™ can help!

Targeted Inclusion™ is a comprehensive training process that focuses on the hidden barriers that sabotage efforts to hire and promote women and minorities.



KEY BARRIERS TO INCLUSION

The word *diversity* according to Webster is defined as “the condition of being different”. But let’s face it; many individuals don’t really like diversity. They like to be around people like themselves. It feels good to be with others who share similar backgrounds and beliefs. Diversity, by the nature of the word takes us out of this comfort zone.

As a result, three critical factors create barriers to achieving diversity and inclusiveness:

- ▶ The desire to surround ourselves with people who are like us: **Assumptive Projection**
- ▶ The unconscious level at which much of our thinking and decision-making occurs: **Adaptive Unconscious**
- ▶ The tendency to cluster the unfamiliar and unknown: **Stereotyping**

ASSUMPTIVE PROJECTION

We often get excited when we meet someone and find that they are from the same neighborhood, school, or share interest in the same sport or hobby that we do. Why do we experience a sense of familiarity when we share something in common?

We’re looking to find similarity and sameness. The natural tendency is to project ourselves upon others that we deem to be similar and reject those we find dissimilar. It is an internal process that reinforces and legitimizes our own views, beliefs, and habits.

ADAPTIVE UNCONSCIOUS

The part of our brain that leaps to conclusions and makes snap judgments is called the adaptive unconscious. It quickly and quietly processes much of the data we need to keep functioning efficiently as human beings.

These snap judgments and unconscious reasonings influence our decisions and enable us to rapidly make choices everyday. Left unchecked however, our adaptive unconscious reinforces our unintentional biases.

STEREOTYPING

Everyone unconsciously stereotypes other people; we all do it naturally and automatically. It’s a coping mechanism to deal with the unknown and is not a bad thing, by itself. Stereotyping becomes detrimental however, when we resort to negative stereotypes.

As we encounter something or someone different, our brain searches for a means to classify the unfamiliar data. When we lump the data into categories, we attach attributes, labels, and characteristics resulting in stereotyping. This is where awareness and caution needs to be exercised.



OVERCOMING BARRIERS TO DIVERSITY

TARGETED INCLUSION™ PROVIDES THE ANSWER!

How can we change attitudes and behaviors that create barriers to inclusiveness? Targeted Inclusion™ focuses on these barriers and provides a process to overcome them. Targeted Inclusion is a comprehensive training methodology designed by Cogency Group to tackle the underlying impediments. It is possible to make inclusion easier and more naturally attainable by focusing on the following four areas.



Improve your efforts to hire and promote women and minorities with Targeted Inclusion™



Gain Cultural Intelligence

It is critical to understand cultural idiosyncrasies and enable open discussions that examine cultural differences on a deeper level. Every ethnic group has culture and most people have never been put in “safe” environments where they can freely discuss and explore other cultures without embarrassment or shame. Unfamiliarity with different cultures will remain a barrier without an opportunity for open and objective discussions of the attributes, characteristics and idiosyncrasies of different cultures. Targeted Inclusion™ establishes a methodology to create safe environments to gain cultural intelligence.

Recognize Unconscious Thinking and Biases

We must be aware of the pervasiveness of our unconscious thinking. Until we recognize what’s going on unconsciously inside our head, we can’t address certain issues concerning diversity. It is crucial to understand the ways this unconscious thinking tells our “gut” that we’re uncomfortable and influences our reactions to diverse individuals. By utilizing Targeted Inclusion’s process to bring this unconscious thinking to a conscious level, you can begin to address changing attitudes and behaviors that derail inclusive efforts.

Get Comfortable with Your Discomfort

It’s understandable to feel uncomfortable around different cultures. If we’re not willing to acknowledge and experience the discomfort, we will never understand nor overcome our discomfort in hiring, promoting, working with, or interacting with anyone other than members of our own cultural group. Familiarity breeds comfort and that’s why we tend to prefer being around others like us. If we continue to restrict and exclude cultural groups from our workforces, we will never remove the barriers to inclusion. Embracing the reality that we must become comfortable with our discomfort will help us remedy the discomfort. Targeted Inclusion provides tools and techniques to address this barrier.

Focus on Requirements

Last but not least, it is vital to focus on the actual requirements of the job. By focusing on the skills, capabilities, and competencies required to perform the work, we will make conscious and better informed decisions and improve our interactions with diverse individuals. Targeted Inclusion incorporates your existing requirements into this process to ensure alignment and compatibility with what’s important to your organization.

***LEARN MORE ABOUT HOW WE CAN HELP
CONTACT US TODAY!***

